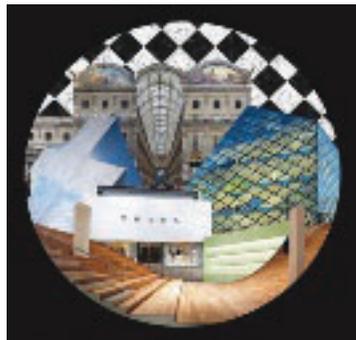


'Pradasphere' Goes Inside the Mind of Miuccia

By SAMANTHA CONTI

LONDON — The inquiring mind of Miuccia Prada will be laid bare today at Harrods with an exhibition dedicated to the designer's "diverse obsessions," including fashion and film, art and architecture, sport and history.

"Pradasphere," which runs until the end of May, aims to blend the commercial, the artistic, the philosophical



"Pradasphere" will spotlight heritage items.

— and the edible. Prada has created a version of Marchesi, the 19th century Milanese pasticceria it purchased earlier this year, on Harrods' fourth floor terrace.

The Marchesi café, patisserie and restaurant has been fitted with boiserie, banquettes, potted palms and a mirrored wall behind the bar, and will offer Milanese mainstays including saffron risotto, veal in tuna sauce and sea bass in a salt crust, and cocktails including the Negroni, Spritz and Americano.

"It's quirky, it's artistic — and very Miuccia. It's not supercommercial," said Harrods' fashion director Helen David of "Pradasphere." David added that she is expecting the show to attract "quite a different audience" from the usual Harrods luxury customer.

"Pradasphere" will spotlight heritage items from the Prada archive; shoes and bags from past collections; a "history wall" underlining the brand's involvement with the Fondazione Prada and the America's



A rendering of the space at Harrods.

Cup, and a screening room with short films by directors such as Wes Anderson, Roman Polanski and Ridley Scott.

There will also be a display of the brand's architectural projects by Rem Koolhaas/OMA and Herzog & de Meuron.

The project sets out to examine the inspirations, thought processes and recurring themes in Miuccia Prada's work. The brand has also created a capsule collection

to be sold in a pop-up store on the ground floor, while customers will be able to order specially reissued ready-to-wear and accessories from past collections.

More than 40 windows will be filled with Prada-themed installations and merchandise from the capsule collection.

Michael Rock, who designed and curated the show, said "Pradasphere" "presents...the way Miuccia Prada's vision is made manifest in everything she touches." Rock added that Prada today isn't so much a brand, but rather one individual's "way of thinking, way of making and looking at the contemporary world."

Prada isn't the first brand to stage a major show at Harrods. The store has hosted Chanel, Dior and, most recently, Fabergé for month-long events of varying scales. David said the shows are attracting both brand loyalists, who are eager to "rebuy" their favorite items, and aspirational customers eager "to take away a piece of the brand."

Comme des Garçons Fetes Serpentine

By JULIA NEEL

LONDON — The Serpentine Galleries threw a party under the dappled evening sunlight in London's Kensington Gardens this week to celebrate the crisp, unisex fragrance it has created in collaboration with Comme des Garçons. To mark the launch, Tracey Emin designed the graphics for the bottle and its packaging, and donated two works of art to raise money for the gallery.

"The first thing I asked Greg Krum [the gallery's head of commerce] when he approached us about working on a scent together was, 'Do you want to make any money?' He said, 'Absolutely not, this is about image and prestige, not profit,'" said Comme des Garçons president and co-owner Adrian Joffe.

The brand worked with Christian Astuguevieille, creative director of Comme des Garçons Parfums, and Emilie Coppermann, perfumer at the fragrance house Symrise, to develop the scent, which aims to capture the smells of Kensington Gardens in Hyde Park, where the Serpentine Galleries are located, as well as London's urban air.

Astuguevieille said the journey began with a visit to Kensington Gardens to smell and touch the plants. "We looked at small plants, like shrubs, and the cut grass and mixed it with scents of a modern city — like tar and pollution," said Astuguevieille. "Then we created it to make it positive and relevant — because some of those smells aren't always positive."

Among the guests that gallery director Julia Peyton-Jones jokingly threatened to mist with the fragrance were Eva Herzigova and husband Gregorio Marsiaj, Joan Collins, Bianca Jagger, Theo Fennell, Stephen Webster, Richard Caring, Raimund Berthold, Nancy Dell'Olio and Jay Jopling.

The scent is composed of grass, leaves, pollen (galbanum, iris leaf), oxygen (aldehyde, ozone), asphalt (black musk, nutmeg), labdanum and smoked

cedar with a little bit of pollution (benzoin, juniper wood, gaiac wood).

"It really captures that feeling of spring coming, when they cut the grass around the gallery and the air is filled with that glorious green smell," said Peyton-Jones.

As well as creating the art for the bottle and box, Emin donated two of her works to be sold to raise funds for the gallery's education program: A neon wall hanging saying, "The Heart Has Its Reasons," and a monoprint of her drawing of Antonio Canova's "Psyche Revived by Cupid's Kiss," a version of which she picked up in a French flea market.

"I did this for Julia and Hans Ulrich [Obirst, the gallery's codirector] and for everything they do for art," said Emin. "I'm quite passionate about things; I like romantic notions, I like romantic things; I don't know if anybody giving a bottle of perfume is romantic, but I think spraying perfume on yourself and imagining someone smelling you is romantic."

The London-based art director Daniel Baer designed the packaging for the fragrance: a simple square bottle with a depth half its height. The box also features a removable slipcover, and the pump, collar and cap are all in silver.

The bottle features Emin's drawing of Psyche and Cupid and the wording: "The Grass, The Trees, The Lake, And You." The bottle text is printed in luminous silver, while the artwork for the packaging slipcover is made from hot foil stamped in bright silver.

The Serpentine eau de toilette comes in a 50-ml. bottle and will retail at \$95. It will be stocked exclusively at the Serpentine Galleries, Dover Street Market London and New York and Comme des Garçons Perfume Shop from April 28.

It will roll out globally from May 5 to around 50 outlets. Joffe said Comme des Garçons Parfums hopes to make 500,000 pounds, or \$840,625, in retail sales during the first year, with a portion of all royalties going to support the gallery.



The Serpentine fragrance.

Moss Unveils Topshop Line

By NINA JONES

LONDON — Kate Moss can certainly draw a crowd. On Tuesday night, hordes of shoppers massed in front of Topshop's Oxford Circus store to see Moss appear in the window to unveil her new collection for the retailer:

Inside the store, as a clutch of guests got a preview of the new collection, Topshop's owner Sir Phillip Green pronounced the line "the best [collection] we've done. Anybody that's seen the clothes loves them."

Later, at a cocktail and dinner to celebrate the launch at Mayfair's Connaught hotel, an equally strong contingent of Moss' celeb pals was out in force. Stella McCartney, Sienna Miller, Naomi Campbell, Sadie Frost, Pat McGrath and Meg Matthews all gathered to help the model toast the launch.

The chatter naturally revolved around Moss' famed sense of style. "No matter what she wears, she has a way of putting it together — even if she just wears a skinny jean and a boot and a blazer," said Chloe Green, the footwear-designer daughter of Sir Phillip Green, who was wearing a black cocktail dress from Moss' collection.

Frost was keen for Moss to take up her design mantle again, after her four-year hiatus from creating a collection for Topshop. "I was a bit upset when she stopped designing for Topshop — it was so nice to have the access to the things she has in her wardrobe," said Frost. She said that she's been kept busy with some design projects of her own, and plans to relaunch

the Frost French label she designs with Jemima French next year.

As to any plans to follow up Moss' design turn with another Topshop collection, Sir Phillip Green said, "Let's get past today."



Kate Moss on Tuesday night.

PHOTO BY TIM P. WHITBY/GETTY IMAGES

"I just want everyone to find something they love to wear."

— KATE MOSS

"I'm so excited," Moss, who was wearing a black and gold tuxedo suit from her line, told her DJ pal Nick Grimshaw, who introduced the collection to the assembled shoppers. "I just want everyone to find something they love to wear."